



JOB DESCRIPTION

TITLE: DIRECTOR OF ADMISSIONS AND OUTREACH

CLASSIFICATION SUMMARY:

The Director of Admissions and Outreach is responsible for leading and directing admissions and recruitment operations; specifically, for the external recruitment of students and the internal management of the admissions process. The Director also leads the planning and execution of engagement and outreach efforts in order to promote the Marist mission and create opportunities for students and staff to contribute to their community through service.

SUPERVISORY RELATIONSHIP:

Reports directly to the President and Principal and collaborates closely with members of the Advancement and Leadership Teams.

EXAMPLE OF DUTIES (to include but not limited to):

- Meet enrollment goals for local geographical area while also upholding ethnic, cultural and financial diversity objectives.
- Develop and maintain close working relationships and perform ongoing outreach with local parishes, priests, Religious Education Directors, Catholic and Christian elementary and middle schools, and key public-school constituents.
- Collaborate with the President and Principal in development and maintenance of Marist's recruitment and marketing plan, with the purpose of promoting the school's visibility in the community and general recruitment efforts.
- Assist in the development, maintenance and execution of the department's communication plan to prospective students, parents, admitted students, and the community at large.
- Attend school-related events at parishes, schools, and community organizations for the purposes of promoting the school and finding opportunities for Marist staff and students to engage with the community.
- Speak publicly to individuals and groups, both on and off campus.
- Assist prospective students with admissions application process, conduct placement testing and interview, and gather student data and transcripts from previous schools.
- Work with the Principal to evaluate and execute admissions decisions on applicant files.
- Manage enrollment database and develop and monitor statistical reports to enhance admissions strategies, future forecasting, operational efficiency and enrollment planning initiatives.
- Organize student shadow programs such as Spartan for a Day, Open House, Rising Spartan, and other formal and informal programs and visits.
- Coordinate all aspects of evaluating and accepting International students.
- Manage registration process for both new and returning families.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Strong organizational skills and ability to meet deadlines.
- Event planning experience.
- Demonstrated strong written and verbal communications skills in order to disseminate program direction and philosophy and relate to applicants, parents, and organizations.
- Ability to work individually and as a team player.
- Proficient in Microsoft Professional Office programs, including Word and Excel.



Marist Catholic High School

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Eugene, OR 97401
(541) 686-2234

MINIMUM REQUIRED QUALIFICATIONS:

- A Bachelor’s Degree with a minimum of 3 years of experience in school admissions, sales and marketing or administration.
- Experience with marketing and production of a variety of media, particularly print and social media.
- Should possess high energy, organizational skills, and interpersonal skills. The successful candidate should have the ability to serve as an articulate spokesperson for the mission and values of Marist.
- Should possess a competency for analyzing recruitment-related data and assessing admissions activities as part of an overall strategic enrollment planning initiative, must understand the uses of technology in the admissions process.
- Has experience working with diverse populations.
- Able to travel and work a varying schedule that may include some weekends and evenings.

OTHER PREFERRED QUALIFICATIONS

- Practicing Catholic
- Bi-lingual/bi-literate in English and Spanish.
- Experience using admissions management or student information system software.

EMPLOYEE STATEMENT

I have reviewed the above position description and understand its contents.

I am aware that my position description may be revised or updated at any time and that I remain responsible for knowledge of its contents.

I hereby certify that I possess the physical and mental ability to fulfill the essential functions of the above position, with or without reasonable accommodation(s). If I require accommodation(s) in order to fulfill any or all of these functions, I agree to provide information to the President regarding the requested accommodation(s).

Employee Name (Print)

Employee Signature

Date

“WE ARE ONE”